



For its easy management,  
scalability and flexibility,  
Medplus chose Enghouse's  
solutions Interactive



## Executive Summary

**Client's name:**

MedPlus

**Industry:**

Health

**Location:**

Bogotá, Colombia

**Customers since:**

Since 2010

 More information about  
Medplus  
[www.medplus.com.co](http://www.medplus.com.co)

### Solution

- Presence OpenGate
- Voice Outbound Dialer
- Voice Inbound
- Scripting
- Mail Interactions
- Custom Reports
- Recording
- IR
- Supervisor
- Administrator

## Description of the service offered by the company

Colombian company with more than 20 years of experience in the market, specializing in prepaid medicine health plans. MedPlus is part of the MedPlus Group holding company,

which integrates companies in the health insurance, services, pharmaceutical manufacturing and construction sectors.

### Medplus 7x24 Contact Center Services

- Authorizations for medical services, attention to complaints and claims, Addressing and Information.
- Medical orientation, coordination of medical care services, ambulance dispatch and scheduling.
- Scheduling and Scheduling for the Clinimás medical center in Panama.
- Collections, satisfaction surveys, market research and confirmation of medical appointments.
- Appointment scheduling with specialists.
- Online Payments for Prepaid Medical Bills.

## Pre-implementation Scenario

60% of the contact center operations were outsourced to an external provider, while the remaining 40% were done in-house making it difficult to manage the measurement and real time monitoring of the entire operation.

- Optimization of processes and resources.
- Improvement of indicators related to service and care levels.
- Decreased call abandonment rate.
- Effective attention of the total of calls appetizers.
- Easy adaptation to requirements contact center technology, in which refers to telephony migration, voice channels and telephone platform.

## Why did Medplus choose Enghouse Interactive as a technological solution for your call center?

- Enghouse Interactive offers tools administrative procedures appropriate to the strategy of the business.
- Implementation support of the project and fast turnaround times delivery.
- Better competitive cost.
- The ACD management reports and the system voice recording and display settings are to the requirements of the business.
- System administration is friendly and simple.
- Outbound solution with different marking methods and filters for apply contact strategies.
- Support services, maintenance and consultancy.
- Multichannel solutions with easy integration.
- Scalability and flexibility.

## Results

- Improvement in the average time of conversation, surpassing the goal established.
- The level of attention to the user went from 81% to 95% with Enghouse Interactive.
- There was a significant increase in the volume of calls handled and a fewer dropped calls decreasing by 34%
- Their level of service reached a record percentage of 90% of effectiveness.
- The quality and monitoring scheme implemented allows to evaluate in a timely manner the management carried out by the advisors of each service, through of different parameterizable forms the qualification of each aspect is made of the care provided in the contact, additionally it is possible to measure the process and interactions qualified by the Quality Analysts.

## About MedPlus

MedPlus Prepaid Medicine is a company that specializes exclusively in Medical Prepaid, with an experience of more than 24 years dedicated to health.

We stand out for the warmth in the attention we offer in our MEDICAL CENTERS SPECIALIZED. There we exclusively attend users of our Medical plans Prepaid. We have a wide portfolio of plans with the best technology and that are adjusted to the different needs and economic budgets of our users.

We have a preferential bonus value for our users when they access our Specialized Medical Centers (Own), in the cities of Bogota and Medellin.

We are the only company that carries out scientific research directly through a center of own research. We have the best network of providers in each of the cities where we have a presence. We have a network of our own medical centers in Colombia and Panama.

## About Enghouse Interactive

We are the world's most **reliable** contact center technology provider. Our global brand is built on our track-record of consistently honoring our commitments – to our customers, our staff and our shareholders.

**Enghouse Interactive**, a subsidiary of **Enghouse Systems Limited** (TSX: ENGH), is a leading global provider of contact center software and service solutions that deliver enhanced customer service and transform the contact center from a cost center into a powerful growth engine. Our Practices and Solutions enable businesses to leverage meaningful, daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value, profitably.

Supporting over 10,000 customers, in 120+ countries, **Enghouse Interactive** works within any local regulatory environment and supports any telephony technology, whether deployed on premises or in the Cloud, ensuring that our customers can be reached by their customers – anytime, anywhere, and via any channel.



Presence Suite is an  
**Enghouse Interactive** solution

For more information visit  
[www.enghouseinteractive.co.za](http://www.enghouseinteractive.co.za)

